

RECYCLE BY THE BOOK

2005 Telephone Book Recycling Campaign

TO: All Participants

FROM: Koota Landry, EBRP Recycling Office

August 19, 2005

An overview of planned project participation for Baton Rouge's annual telephone book recycling collection follows:

Participants:

EBRP Recycling Office

BFI Waste Services

Department of Environmental Quality, Environmental Assistance Division

EBRP Office of Public Information

EBRP Department of Public Works

Delivery:

Books will be delivered August 30 through October 10, 2005

Curbside Pick-Up:

Residents can put old BellSouth and Eatel telephone books in their recycling bins or second bin/paper bag anytime.

Monthly Recycle Roundup Drop-Off:

Florida Boulevard at Donmoor- Dept. of Insurance Receivership Office parking lot (6945 Florida at Donmoor), Saturday, September 16, 8 am till 12 noon. (Residents and businesses can bring telephone books to the Recycle Roundup the 3rd Saturday of **every** month.)

NO Business Pick-Up or Drop-off:

Due to the City's new recycling contract and the transition between the contractors, there will be no business pick-up or drop-off. Businesses should call their waste hauler for directions on how to recycle their books.

Collection for City/State Offices:

City Parish: employees' phone books will be collected by the EBRP Department of Public Works in cooperation with EBRP Office of Public Information (Sharon Phillips, 389-3121).

State Offices: will be notified of collection details by the Department of Environmental Quality, Environmental Assistance Division (Teresa Edwards, 219-3273). Books from these offices will be taken to BFI, 12451 Leisure Road, Baton Rouge, LA 70807 (225-778-3800).

End-User:

Collected books will be processed and transported to various manufacturing plants and made into new products such as roofing, home insulation materials, and recycled paper.

Promotion of Program:

- ✓ Two newspaper ads will be placed in The Advocate detailing the program specifics.
- ✓ The EBRP Recycling Office will publicize their phone number and website in the ads for questions: (225-389-5194) (www.brgov.com/dept/recycle)
- ✓ Press releases will be sent to the media prior to the beginning of delivery.
- ✓ The EBRP Recycling Office will be the lead agency on media.

Contacts:

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